

Spokane County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 413	N = 4,042
Percent of Statewide Calls	12.0%	100.0%
Percent of State Population in County¹	7.1%	100.0%
	County %	State %
Gender	N = 406	N = 3,581
Female	61.6%	62.2%
Male	38.4%	37.8%
Race/Ethnicity	N = 384	N = 3,087
People of Color	8.6%	12.9%
White	91.4%	87.1%
Age	N = 399	N = 3,298
Less than 18 years old	0.8%	1.8%
18 - 24 years old	16.5%	14.6%
25 - 34 years old	25.6%	23.1%
35 - 44 years old	28.3%	27.0%
45 years and older	28.8%	33.5%
Education	N = 397	N = 3,197
Did not graduate high school	19.1%	19.2%
High school graduate	33.2%	32.7%
Some college/vocational school	35.8%	36.6%
College graduate	11.8%	11.4%
Caller Type	N = 411	N = 3,656
General Information	3.2%	9.4%
Health care provider	2.4%	3.2%
Tobacco user	94.4%	87.4%
Payer Type	N = 324	N = 2,529
Insured	30.9%	36.7%
Uninsured	30.6%	29.6%
Medicaid	38.6%	33.7%
Heard About	N = 374	N = 3,148
Past caller	11.2%	9.1%
Employer/worksites	1.1%	0.7%
Health care provider	20.9%	24.8%
Television	21.7%	18.3%
Outdoor advertisement (billboard/bus/wall)	5.9%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.3%	1.9%
Newspaper/Magazine	0.3%	2.5%
Brochure/Newsletter	4.8%	8.2%
Family or friend	31.0%	24.2%
Health Department	2.7%	4.5%
School	0.3%	0.7%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.